



**SOUTH ASIAN ASSOCIATION  
FOR REGIONAL COOPERATION  
SECRETARIAT**

*Fax Message: 433/2/35*

SAARC/ARD/15/SDF.Sec/2013 (Vol-III)/

The Secretariat of the South Asian Association for Regional Cooperation presents its compliments to the Ministries of Foreign/External Affairs of the Member States of SAARC, and with reference to the **E-commerce Website development Programme of the SDF** has the honour to enclose an **advertisement for dissemination**.

The Secretariat would like to request the esteemed Member States to take necessary measures for uploading the advertisement in the following websites, at their earliest:

1. Ministry of Foreign/External Affairs;
2. Ministry of Finance/Treasury/Planning;
3. SAARC Regional Centres; and
4. SAARC Chamber and National Business Chambers/Federations.

The Member States may also kindly consider posting the same in the relevant visible and publicly accessible sites.

The Secretariat of the South Asian Association for Regional Cooperation avails itself of this opportunity to renew to the Ministries of Foreign/External Affairs of the Member States of SAARC, the assurances of its highest consideration.

Encl: As stated (4 pages)



16 March 2015

Ministries of Foreign/External Affairs  
(SAARC Divisions)  
Member States of SAARC

**Copy to:** (I) Hon'ble Board of Directors, SAARC Development Fund;  
(II) SDF Secretariat, Thimphu, Bhutan.  
(III) All SAARC Regional Centres, SAARC Member States (*with request to upload the information in respective website*)

**Post Box No. 4222, Kathmandu, Nepal**  
**Tel: +9771-4-221785; Fax: +9771-4-227033, 4-223991**  
**E-mail: saarc@saarc-sec.org**



## SAARC Development Fund

SDF/Note Verbale/2015/216

The Secretariat of the SAARC Development Fund presents its compliments to the Ministry of External/Foreign Affairs, SAARC Member States and SAARC Secretariat and would like to seek the kind assistance of the SAARC Divisions and SAARC Secretariat to kindly advertise the "Request for Proposals for development of E- Commerce Website" through the following websites:

1. Ministry of External/Foreign Affairs, SAARC Member States,
2. Ministry of Finance/Treasury/Planning, SAARC Member States,
3. SAARC Secretariat,
4. SAARC Regional Centers, and
5. SAARC Chamber and National Business Chambers/Federations, SAARC Member States.

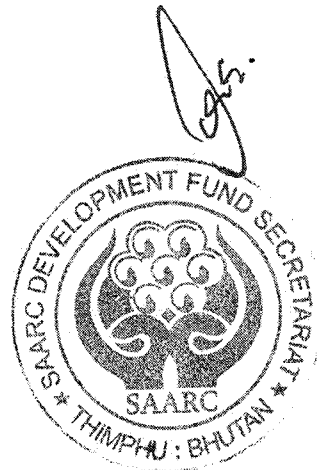
The SDF Secretariat avails itself of this opportunity to renew to the Ministries of External/Foreign Affairs of the SAARC Member States and SAARC Secretariat the assurances of its highest consideration.

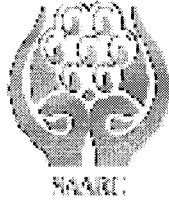
March 13, 2015

SAARC Divisions  
Ministry of External/Foreign Affairs  
SAARC Member States

Cc.

1. SDF Board Directors: All.





**SAARC Development Fund Secretariat  
3<sup>rd</sup> Floor, BDFC Building  
Thimphu : Bhutan**

**Terms of Reference (TOR) for Proposed E-commerce website for marketing and sale of products produced by SDF funded projects such as SABAH and for registering a trademark (Made in SAARC) in all 8 SAARC countries for products produced by SDF funded projects**

**Background**

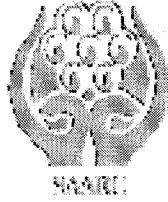
The SAARC Development Fund (SDF) is the umbrella financial institution of SAARC engaged in implementation of projects and programmes under three funding windows: Social, Economic and Infrastructure in fulfilment of the greater developmental goals of the SAARC region. It is aimed to contribute to regional cooperation and integration through project collaboration.

The objective of the proposed e-commerce website is to help in the marketing and sale of products produced by SDF funded social projects such as SABAH and to register a 'Made in SAARC' brand / trademark in the 8 SAARC countries.

**Scope of Work**

1. Preparing a System / Software Requirement Study (SRS) - jointly by the vendor (developing the software) and the users (SDF and CSABAHs);
2. Software Development - development of the website (typically an ecommerce site has an online catalogue, a user registration system, an online shopping cart, a payment gateway linkage, linkage with an email server system and backward / backend linkages with the supplier [of goods like CSABAHs] for taking orders and dispatch of goods etc.). The solution should preferably be a cloud based solution. Implementing suitable security features such as SSL etc..
3. Registration of a domain name for the ecommerce site.
4. Registering of the 'Made in SAARC' trademark (in the name of SDF / SDF owned trademark) in all 8 SAARC countries for products produced by SDF funded projects.
5. Recommending the selection of a payment gateway for receiving payments for online sales and for transfer of these receipts to the suppliers (such as CSABAHs) in a seamless manner.
6. Exploring the possibility of linking the web site to other popular e-commerce sites such as eBay or amazon etc..
7. Recommend links to the proposed e-commerce portal to those CSABAHs that already have an e-commerce website.

The e-commerce platform should emphasize ease of use and simplicity. The e-commerce platform should use attractive and user-friendly graphic designs so that it is intuitive for all users and should not



**SAARC Development Fund Secretariat  
3<sup>rd</sup> Floor, BDFC Building  
Thimphu : Bhutan**

**Eligibility Criteria:**

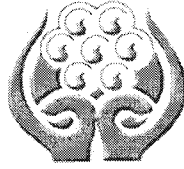
- Previous experience in designing, launching and managing e-commerce platforms across geographies
- Demonstrated experience of working in SAARC countries
- Clearly demonstrated ability to work at speed and deliver high quality outputs.
- Clear demonstration of strong local partners in SAARC countries
- Clear demonstrated ability to ensure the registration of the common trademark for 'Made in SAARC' in a time bound manner in all 8 SAARC countries

**Reports, Schedule of Deliveries and Payments:**

1. 10% will be paid upon contract signature and commencement of service
2. 20% on registration of the common trademark 'Made in SAARC' in all 8 SAARC countries
3. 40% will be paid upon the successful launch of the e-commerce platform
4. 30% upon successful operations of the ecommerce platform for a period of one year from its successful launch
5. An AMC cost (of not more than 10% of the total contract cost) per year upon each subsequent year of successful operations of the e-commerce website.

The complete proposal (Including Financial) should be submitted in sealed envelope to the following address or by email to [info@sdfsec.org](mailto:info@sdfsec.org) by 10<sup>th</sup> April, 2015, 5:00 PM (BST)

SAARC Development Fund  
3<sup>rd</sup> Floor, BDBL Building  
Norzin Lam  
Thimphu (Bhutan)  
Tel:+975-2-321152/53,  
Fax: +975-2- 321150/321203



**SAARC**

## SAARC Development Fund

### Request for Proposals

*For development of E- Commerce Website for marketing and sale of products produced by SDF funded projects and registering a trademark (Made in SAARC) in all 8 SAARC countries for products produced by SDF funded projects.*

The SAARC Development Fund, having its Secretariat at Thimphu, Bhutan, invites Expression of Interest/ Proposals from eligible firms for development of E-Commerce Website for marketing and sale of products produced by SDF funded projects and registering a trademark (Made in SAARC) in all 8 SAARC countries for products produced by SDF funded projects. Complete Terms of reference is available in the website [www.sdfsec.org](http://www.sdfsec.org) or may be obtained through email at [info@sdfsec.org](mailto:info@sdfsec.org). Last date for submission of proposal is 10<sup>th</sup> April, 2015, 5.00 PM (BST)